

2014

Diversity Project: Poster Series Connects Core Values to Library Materials and Expertise

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DIVERSITY PROJECT

Poster Series Connects Core Values to Library Materials and Expertise

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WHAT

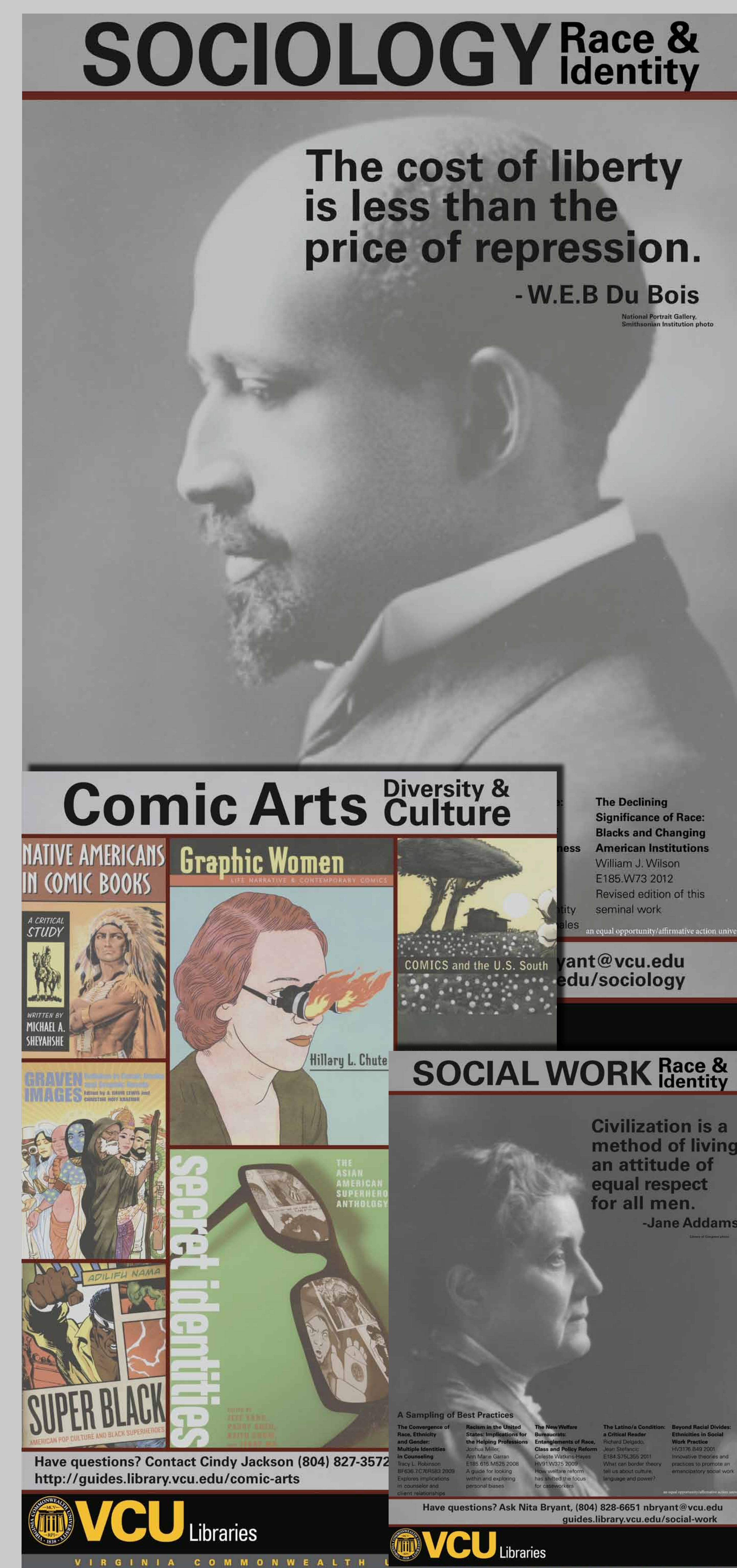
Free posters on diversity and culture and library themes distributed campuswide.

The Project

- Posters connected diversity themes to images, resources, research guides and contact information for subject matter experts.
- Posters on display in the library and beyond.
- 50 requests for free posters in 2013; more than 100 in 2014.
- 300 additional posters given out at events or through targeted outreach.
- Top 5 themes: Women in Science, Justice and Law, Women in Engineering, LGBT and English.
- Diverse response: More than 30 schools/departments and units and at least 1 request for every poster.

The Impact

- Surveyed recipients (45% response rate): 100% rated the theme coverage as good or excellent; 97% rated the quality as good or excellent.
- One-on-one contact forged new connections and strengthened existing relationships with faculty and key university departments.
- Delight and gratitude: Faculty and others pleased to have posters and display them.
- Interaction with audience: Feedback used to create additional posters.
- Influence on resource use inconclusive, but evidence of some increased research guide use.
- Higher page visits to Special Collections and Archives URLs used on posters.
- Anecdotal interest in the highlighted books.



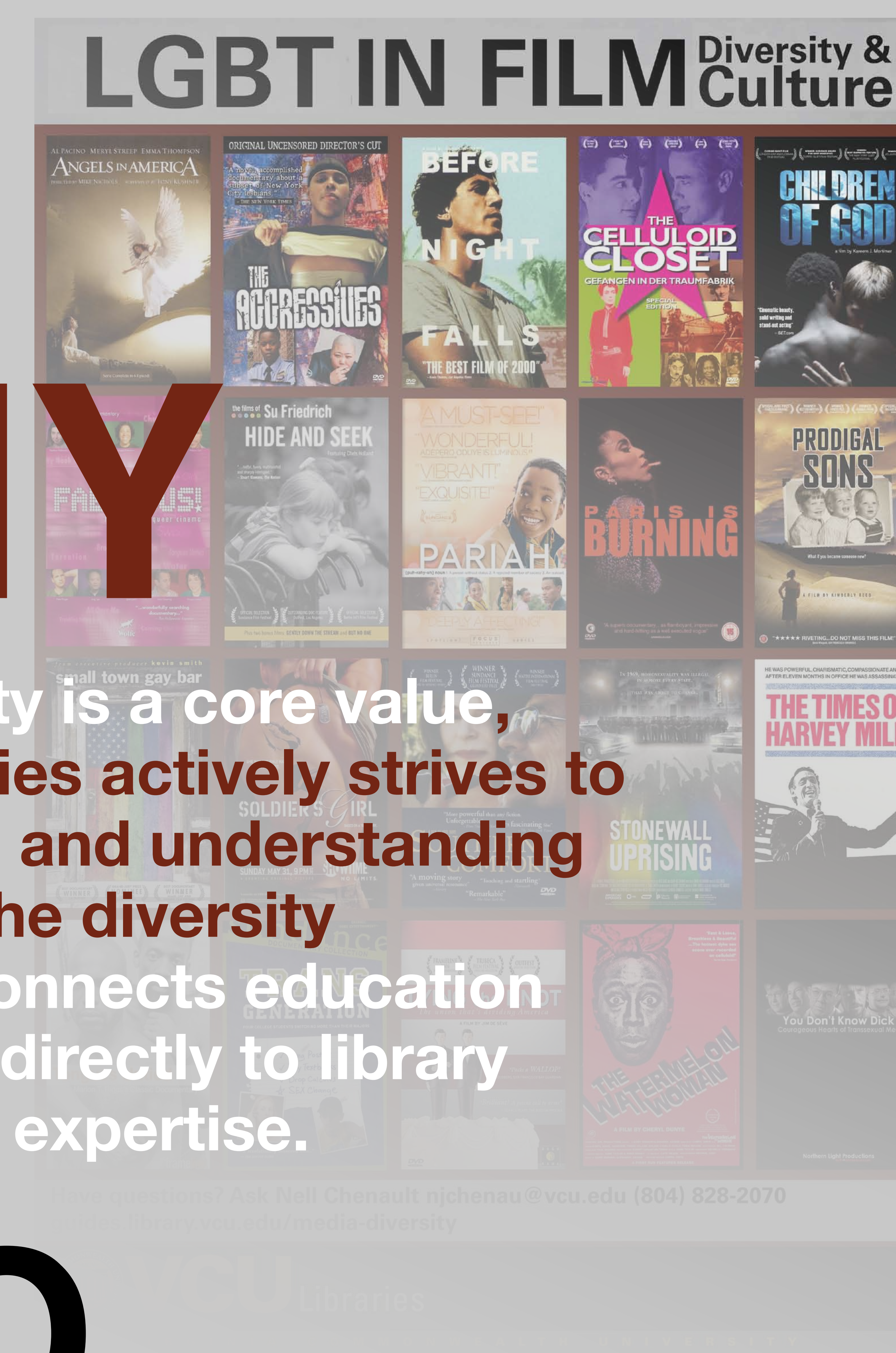
WHY

At VCU, diversity is a core value, and VCU Libraries actively strives to foster inclusion and understanding of difference. The diversity poster series connects education about diversity directly to library collections and expertise.

WHO

2 librarians started with an idea for 1 poster for Black History Month.

Project grew to 24 concepts and 14 creators.



WHERE

Digital distribution

- LibGuides
- Flickr
- Facebook

High visibility offices

- Library buildings
- VCU Health System Hospital
- Student Wellness Center
- Division of Inclusive Excellence
- Division of Health Sciences Diversity
- School of World Studies
- Records and Registration
- Faculty offices

Special events

- Multicultural Student Affairs Black History event
- Science, Technology and Society Lecture
- Women in Engineering Lunch
- Queer Action student group

HOW

Creation

- 4 templates simplified design process.
- Subject matter experts provided resources.
- Images used from public domain or under fair use.
- Posted printable PDFs on Flickr.

Promotion

- Free poster offer on university-wide email.
- Website news item posted.
- Targeted outreach to key units.
- Google form for order.

Production

- Posters printed in-house. (Cost: Free)
- 22-inch wide posters ran side-by-side on oversized printer.
- 11x17-inch posters printed commercially. (Cost: \$1 each)
- Commercial printing may be considered in the future to ensure consistent quality and timely delivery.

WHEN

12.2012

Series planned with 2 librarians.

02.2013

7 posters produced and hung in library.

03.2013

Due to positive response and new themes suggested, 4 more posters created.

10.2013

Sought poster ideas from all staff.

11.2013

Developed materials for new posters.

12.2013

Began designing.

02.2014

New designs hung in library and advertised